

Bridging Statements During Interviews

When used well, bridging sentences allow you to have control of an interview and help you to redirect the course of discussion. Just as a bridge is a safe transition from one point to another, bridging techniques take the interview to a different focus.

- That's an interesting point, but what's really important is...
 - Actually, that speaks to a bigger point ...
 - It is important to consider...
 - Before I answer that, let me just say...
 - I can't discuss that, but what I can tell you is...
 - What that really means is...
 - Yes, and what's really at stake here is...
 - I'll start by providing some background information to put this into context...
 - That's not my direct area of expertise, I am able to say...,
but _____ would be able to provide more substantial information
 - May I just add... To sum up...
 - What's important to remember here is...
 - However, the real issue here is...
 - Let me point out again that...
 - What all this information tells us is...
 - Before we continue, let me emphasize that..."
 - This is an important point because...
 - One of the things I want to point out is...
 - However, the real issue here is...
 - And let's not forget that...
 - Let me put this into perspective by saying ...
 - Having said that, let's not forget...
 - With this in mind, if we take a step back...
 - If we take a broader perspective...
 - If we look at the big picture...
 - What this all boils down to...
 - What matters most in this situation is...
 - And as I said before...
 - I understand what you're saying, but...
 - The issue I have with what I just heard is...
 - Where I need to respectfully disagree...
 - I hear what you're saying, but what I can't agree with is this...
 - The evidence doesn't support what you said but...
 - I recognize you're really concerned about this but...
 - I know this a popular notion, but...
 - This is not the first time I've heard this...
 - While I appreciate you raising this...
- And countless more...

Your Bill of Rights during an Interview

You have the right to:

- ♦ Know the topic of the interview
- ♦ Know the format in which the interview will take place
- ♦ Ask who else has been interviewed
- ♦ Have time to answer the question without being interrupted
- ♦ Deflect questions based on speculation, unnamed sources or innuendo
- ♦ Correct misstatements that you make
- ♦ Refer to notes to ensure accuracy
- ♦ Record the interview

You do not have the right to:

- ♦ Know the questions in advance
- ♦ Know who else has been interviewed
- ♦ Review the story before it is published or aired
- ♦ Change your quotes retroactively
- ♦ Edit the story
- ♦ Expect your view to be the only view
- ♦ Demand that the story be published or be killed